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JACKSONVILLE N.C.

POPULATION AND ECONOMIC SUMMARY

Report No. 1



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P R E F A C E

This report is one of a series prepared for the Jacksonville Planning and Zoning Board by the Division of Community Planning, North Carolina Department of Conservation and Development. The report and the study necessary for its completion were made principally to provide a statistical summary of past trends, the present situation, and future possibilities in relation to population and the economy. It will serve as a documentary tool or reference for officials engaged in Jacksonville's planning program, as well as for all interested citizens.

Comprehensive city planning is fundamentally the process of adjusting and interrelating space requirements to people and their activities. The process includes, among other things, land-use planning, community facilities, capital budgeting, parks and recreation, the central business district, zoning, and sub-division regulation. It is appropriate, therefore, at the outset to gather and present the best available population and economic data to serve as benchmarks or starting points. It is expected that this information will be kept up to date in the future as local, county, state, and federal data become available. More will be said about availability of data in other parts of the report.

Whereas the planning process must start with "what is" and in view of what has gone before, it naturally looks ahead to what is desirable and to what is expected. However, the very fact that a city undertakes comprehensive planning is likely to change the direction of past trends. A community that has grown at random will probably exhibit trends quite different from those of one that is growing according to plan. It is virtually impossible, though, to forecast how closely the plans will be followed or the extent to which they will effect the population and economy. No attempt is made herein to predict the future economy other than to recognize resources, some limiting factors, and possible courses of action. What follows is a description of the economy, a frame of reference. After all, we do not plan the economy, for it is the product of individual and group initiative acting under free enterprise. We do plan to help the economy, to absorb its products, to give it room and opportunity, and to protect the individual's initiative and investments with an efficient, attractive, and adjustable environment.

THE POPULATION OF JACKSONVILLE

The populations of Jacksonville and Onslow County have grown exceedingly rapidly during the past fifteen years. No one familiar with the area requires statistical proof of the fact, neither is the reason for the spurt of growth obscure--Le Jeune.

North Carolina's Division of Community Planning is concerned not only with drawing up a plan for Jacksonville, but also with establishing the basis of a planning process which will go on from year to year with periodic revisions. The need for a continual process of review is especially important in the Jacksonville area where certain peculiar and typical factors are affecting population changes.

Before presenting population data it should be pointed out that all statistical methods of projecting population are based upon past trends. The validity of projecting or forecasting population from past trends depends upon many sociological, economic, and geographical factors which tend to balance or offset one another, thus producing "averages." For most towns and cities these factors remain generally well balanced over periods of decades. In such cases the net changes in population--resulting from in-migration, out-migration, and reproductive rate of increase--have a chance to "settle down," and good predictions can be made, provided the same general set of influences continues in effect.

On the other hand, the growth of Jacksonville's population is now about seventy-five percent dependent upon the adjoining military base. The other factors that determined Jacksonville's population in years past are now heavily outweighed by the military influence, which is largely unpredictable. What goes on at Le Jeune, in effect, ties Jacksonville's population to international and national events.

An effective community plan is largely based upon a reasonably sound knowledge of the number, distribution, and characteristics of the people--both present and future. Effective planning involves continuous close watch of unfolding events in order to spot departures from trends and to make adjustments. The first step is to examine the past population trends.

Past Population Trends. The population growth in the past has to be examined in two phases: the period up to 1940, and the period from 1940 to the present. Prior to 1940, Jacksonville's population increased at an average rate of about 123 persons per decade. (See Table 1) The growth of Onslow County was 1,271 persons per decade. The rate of population growth in Jacksonville averaged 20.4 percent per decade and 8.5 percent in Onslow County. These rates of growth are shown in Chart 1 where it is apparent that Jacksonville grew at a proportionately faster rate than did the county from 1910 to 1940. The rate of growth of Economic Area Number 11 is

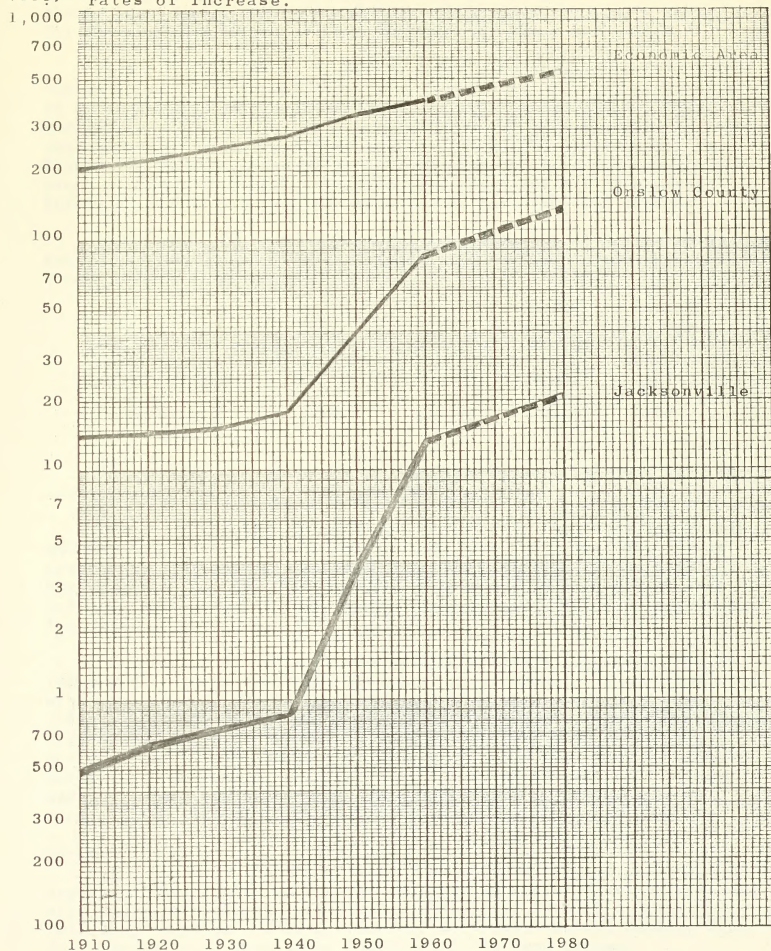
TABLE 1. POPULATION AND POPULATION CHANGES IN JACKSONVILLE AND
ONSLow COUNTY, 1910 - 1960.

	Jacksonville	Onslow County
<u>1910, Population</u>	505	14,125
<u>1920, Population</u>	656	14,703
Amount Change, 1910-1920	151	578
Percent Change, 1910-1920	29.9	4.1
<u>1930, Population</u>	783	15,289
Amount Change 1920-1930	127	586
Percent Change 1920-1930	19.4	4.0
<u>1950, Population</u>	873	17,939
Amount Change 1930-1940	90	2,650
Percent Change 1930-1940	11.9	17.3
<u>1950, Population</u>	3,960	42,027
Amount Change 1940-1950	3,087	24,088
Percent Change 1940-1950	353.6	134.4
<u>1960, Population</u>	13,441	83,494
Amount Change 1950-1960	9,481	41,467
Percent Change 1950-1960	239.4	99.0

Source: U.S. Bureau of the Census.

CHART 1. POPULATION GROWTH IN JACKSONVILLE, ONSLOW COUNTY
AND ECONOMIC AREA 11, 1910-1960 AND ESTIMATES FOR 1980.

Pop. (000) Note: Chart drawn on logarithmic grid to show proportional rates of increase.



Source: U. S. Bureau of the Census. Estimates by N. C. Division of Community Planning.

also shown for comparative purposes. ^{/1} Jacksonville grew slightly faster, proportionately, than the larger Economic Area. Throughout predominantly-agricultural Economic Area 11 the growth of towns and cities has been generally faster than that of the area as a whole, for movement away from the farm has been the trend since 1910.

Early in 1940 the U. S. Marine Corps established its base near Jacksonville and the population boom began. By 1950 the population of Jacksonville had jumped to 3,960, an increase of 353.6 percent during the preceding decade. Between 1940 and 1950 the average increase was 387 individuals per year, or about 100 families per year. These were the war years with their housing shortage and highly transient military personnel; consequently, there was not as great an influx of families as was the case during the 1950-1960 decade.

1950-1960. The population of Jacksonville as of April, 1960 was 13,441, and that of Onslow was 83,494. Changes since the 1950 census are outlined below:

	1950 Population	1960 Population	Amount Change 1950-1960	Percent Change 1950-1960
Onslow County	42,027	83,494	41,467	99
Jacksonville	3,960	13,441	9,481	239

The average compound rate of increase between 1950 and 1960 in Jacksonville was 12.9 percent per year.

Future Population. Preparation of accurate forecasts for places smaller than states is a difficult task even under the most stable conditions. Whether or not such forecasts prove to be the actual case depends upon the continuation of past trends, absence of such interruptions as major wars or depressions, and trends in reproductive rates of increase.

Preparation of accurate population forecasts for towns such as Jacksonville is an even more hazardous undertaking. No one acquainted with Jacksonville, North Carolina need be reminded of the dominating influence of the United States Marine Corps Base at Le Jeune. The population of Jacksonville and its hinterland is literally determined by world events, congressional, presidential, and Department of Defense decisions. Forecasts are fundamentally dependent upon past trends, and the longer the historical trend, the better. In the case of Jacksonville, we have only about ten years to study, and what has

^{1/} The U. S. Bureau of the Census has delineated several sub-regions of the state, made up of counties having similar and distinctive socio-economic characteristics. Economic Area 11 contains the following counties: Craven, Pamlico, Carteret, Onslow, Duplin, Pender, New Hanover, Brunswick, Columbus, Jones, and Bladen.

happened in those ten years may be better described as a phenomenon rather than a trend. Over this relatively brief period of time the population of the town increased by almost 10,000 people, a gain of 239 percent. Within a decade what was a town has become a city.

Nevertheless, the past rigors associated with such a growth demand that planning for the future step in and smooth the way for more orderly growth in years to come. Under the circumstances the planner has no alternative but to gather what data he can, apply inductive reasoning, state the limiting factors, and make a forecast. The seriousness of the results of miscalculation are fortunately offset by the knowledge that radical departures from projected trends can be detected in plenty of time by alert civic leaders, and necessary adjustments made.

Jacksonville has what could be called two populations--a relatively permanent core of civilians, and a relatively transient aggregate of military personnel. In 1950, according to an estimate derived from the military labor force in Jacksonville, military heads of households plus their dependents totaled about 1,200 people. The remainder of the population--civilian--numbered 2,760. The latter figure suggests an in-migration of around 1,760 civilians who had moved to Jacksonville between 1940 and 1950. Presently, according to data released by the Marine Corps, the components of the population of Jacksonville appear to be approximately as follows: 2

Civilians employed at Marine base plus dependents	1,366
Military personnel plus dependents	10,000
Remainder of population	<u>2,075</u>
Total	13,441

The population forecast for future years is based upon the following supposition: (1) The military force at the Marine Base has reached its peak. Marine Corps officials have stated that no significant changes are expected in relation either to the military or civil service. (2) Both the military and civil service personnel are highly transient; therefore, the military-connected population will tend to remain near the present numbers or grow to a rather definite maximum. The reproductive rate of increase among military-connected personnel will be high, but will not produce gross increases in population because military families will constantly be moving into and out of Jacksonville.

2/ Within two months after the release of this publication, the Census Bureau will have released data pertaining to the Characteristics of the population, as enumerated in April, 1960. More accurate information may then be obtained.

6,700 outside. Net increase in number of permanent government housing units expected to be only 310. Therefore, 6,700 probably is maximum number of military-connected residents who could be absorbed by 1980 (half by 1970.)

13,350 16,700

Total population of Jacksonville, estimated

17,438 21,574

Actually, the possibility of the town absorbing all of the military-connected population now living off the base but outside of Jacksonville is optimistic; however, an equivalent number of people may be added to the population through annexations, industrialization, expansion of the Base air facility, and so on. Much depends upon the extent to which the city succeeds in overcoming handicaps which were more or less forced upon it during the boom years. In a nutshell, since the military-connected population is expected to "rotate" instead of increase, population growth will be determined by the attractiveness of the community. A military payroll in excess of \$55,000,000 per year is a mighty attraction in itself.

CHARACTERISTICS OF THE POPULATION

Historical data pertaining to the characteristics of the population usually come from the decennial census. Twenty years ago, however, Jacksonville had fewer than 1,000 inhabitants; therefore, very few data of this type are available, for the Bureau of the Census did not publish detailed characteristics for places of that size. Since 1950 more information is available, and within a short time after the publication of this report the results of the 1960 decennial census will be released. The tables presented at the back of this report contain what is available.

AGE CHARACTERISTICS

In 1950 age groups in Jacksonville differed significantly from those applicable to all urban North Carolina. Jacksonville had more children under five years of age than did urban North Carolina, but fewer children in the groups 5 to 9, 10 to 14, and 15 to 19. The 1960 census will show a reversal of this apportionment, for the large number of school-age dependents of military personnel will doubtless be proportionately larger.

The most outstanding difference was among those aged 25 to 34, which probably represents the influence of service-connected persons. This preponderance of younger middle-aged people reflected also a much lower than average proportion of individuals aged 65 and over--2.9 percent compared with 5.4 percent throughout the urban portion of North Carolina.

The changes in population characteristics that have taken place during the past ten years may be surmised from a few clues. For example, during the 1958-1959 school year a total of 4,336 children

of school age--dependents of military and civilian personnel employed at the Base--were attending school off the Base, and 2,492 were attending school on the Base, making a combined total of 6,828 school-age children. Military and civilian personnel employed at the Base plus their dependents number approximately 70,000. School-age children make up about ten percent of that total; they comprise about 15.5 percent of the military and civilian-employee family total. The 1960 census data will probably show that the proportion of school-age children in the population of Jacksonville are close to that figure.

Further, the proportion of persons aged 55 and over likely will have increased as the result of the attraction of retired military personnel who have settled in Jacksonville.

In future years, it is plausible to expect an increasing proportion of older people, the result of three forces: people are living longer; Jacksonville will attract more and more retired individuals; the non-military connected population will increase relative to the military connected population. If the Marine Corps maintains the Base at present levels, the absolute number of its personnel who live in Jacksonville will increase somewhat, then level off. Their age grouping will probably change very little. Age distribution of the military personnel is shown as follows:

TABLE 2 . CHARACTERISTICS BY AGE OF MILITARY PERSONNEL AT THE MARINE CORPS BASE, LE JEUNE, N.C., 1960

Note: The following is a representative analysis of approximately 70 percent of the total military population.

Age Group	Officers		Enlisted	
	Number	Percent	Number	Percent
17 - 20	--	--	11,741	46.0
21 - 30	934	58.0	10,703	42.0
31 - 40	433	27.0	2,705	11.0
41 - 50	246	15.0	343	1.0
51 & over	9	.5	21	Below 1.0

Source: U. S. Marine Corps Base, Le Jeune, N. C.

From the above it may be surmised that at least half of the population of Jacksonville will be between the ages of 21 and 40, for the married, military-connected population living in Jacksonville will be altogether within that age range.

As for the age group made up of children, in 1960 the average number of dependents in military families at the Base coincides almost exactly with the average number per family with children throughout the United States as of 1957. This suggests that trends expected nationally may be closely applicable to trends in Jacksonville, among military-connected families. It is expected that within the next fifteen years the average size of families and households will increase slightly because of an increasing number of persons under 18 years of age. The transient nature of the military-connected population means that there will be a rotation of school-aged children, keeping the proportion of the population in that age group rather high. For the nation as a whole the size of families is expected to rise to an average of 3.81 persons per family, if a high birth rate persists, or to 3.75 if a medium birthrate persists, by 1975. We suspect that a high birth rate will be the case among the military-connected families. The average size of these families is now 3.39. This means an average of 1.39 children per family. Multiplying this figure by the number of married military personnel housed off Base presently produces a crude estimate of the number of children housed off Base: 6,286 (we may presume that they are just about all of school age since their parents are almost all in the age group 20 to 40). We have estimated that 65 percent of the married Marines living off Base are housed in Jacksonville. If it may be assumed that children are distributed fairly equally among all Marine families, then 65 percent of the children living off Base actually live in Jacksonville, which would be a total of 4,085, or 30 percent of the total population of Jacksonville.

If the military-connected population goes as high as 15,000 by 1980 and if the national average of 3.81 persons per family applies, again a crude estimate of the number of school-aged children among them would be 7,000. School-age children of the non-military segment of the population--assuming a total population of 20,000 in 1980--may number around 1,500. In sum, it is not unlikely that by 1975 to 1980 Jacksonville will have as many as 8,500 children in the 5-19 age group. Jacksonville promises to be a veritable fountain of youth, what with a population dominated by young families. The educational and recreational implications of this situation have been more than adequately impressed upon city officials already.

SEX RATIO

In 1950 the sex ratio--that is, the number of males per female--was almost even. The population was 49.6 percent male. Actually, the sex ratio has few social or economic implications unless it is unusually distorted. The sex ratio among Jacksonville residents in 1960 is probably fairly well balanced, for most of the military-connected population represents family groups; however, the sex ratio in the Jacksonville community is extremely disproportionate, what with upward of 20,000 single military personnel stationed nearby. This predominance of males in the community has social and economic implications which need little if any explanation or illustration in this report.

RACIAL CHARACTERISTICS

The 1950 census data pertains to a population more nearly "normal" than will more recent data, insofar as race is concerned, for in 1950 the impact of military growth had not covered over the typically Southern characteristics of the town of Jacksonville. At that time 19 percent of the population was non-white and 81 percent was white. During the past ten years the non-white population has doubtless grown in absolute terms, but certainly it has decreased greatly in proportion. The availability of newly created jobs in the Jacksonville area probably created some in-migration of non-whites from neighboring rural areas where the farm population has been dwindling. In 1950 there were 750 nonwhites in Jacksonville. Through reproductive and migrational increases the nonwhite population may have doubled by 1960. In future years Jacksonville can probably count on a slow proportional rise in the non-white population, caused by the attractiveness of stable government employment.

HOUSING

Detailed housing characteristics for 1960 are not yet available. The preliminary census release, however, points out that as of April, 1960 there were 4,092 housing units in Jacksonville, an increase of 2,926 units (251 percent increase) since 1950. The housing count in 1950 was 1,166 units. The average number of persons per dwelling unit is presently 3.28; the average per dwelling unit in 1950 was 3.39. It will be recalled that the Marine Corps reported the average size of the military families in the area as 3.39. The change since 1950 indicates that on the average there is very little crowding or doubling up in the area, for the average number of persons per dwelling unit is somewhat smaller than the average family size.

Table 9 itemizes the characteristics in 1950. The 1960 census will show a much lower percentage of sub-standard units; however, the absolute number without adequate water and bathing facilities should be examined carefully to determine whether or not portions of the city's housing are still woefully run down. Blighted or slum-type residential areas have turned new industries away from several towns in North Carolina--Jacksonville among them.

Housing of military personnel is outlined in Tables 6 & 8. At the beginning of 1960 the federal government was building 800 permanent Capehart housing units on the Base which are expected to be finished and occupied sometime in 1961. During the next five years it is estimated that 489 rental units on the Base will be demolished, but there will be a net gain of 311 units. The status of trailers on the Base is being studied, and it is possible that the Base will lose all 1,354 trailers presently owned by the Base. No other plans for government housing are available. It is unlikely that more government housing will be constructed because of the cost of maintenance.

When the Capehart units now being constructed are completed, the Marine Corps Base permanent housing units will have the following characteristics:

One-bedroom units.....	1,031
Two-bedroom units.....	1,070
Two-sleeper trailers.....	250
Four-sleeper trailers.....	1,104
Three-bedroom units.....	1,830
Over three bedrooms.....	<u>241</u>
Total	5,526

There are presently the following number of temporary Base units:

One-bedroom units.....	17
Two-bedroom units.....	23
Three-bedroom units.....	5
Over three bedrooms.....	<u>None</u>
Total	45

If the 5,526 permanent units are the limit of government housing, they can house--at the average size of 3.39 persons per unit--about 18,733 individuals, or about 2,733 more than are presently living in government quarters.

Loss of the trailers would put about 4,590 people in search of other housing. The net increase in government housing through completion of the Capehart units (310 units) will house about 1,050 people. At least 3,540 people, then, will have to find housing other than government owned units, if the trailers are lost, and, sticking to the average size of family, around 1,044 housing units will be needed.

Early in 1960 Jacksonville realtors seemed to think that they could rent about 475 units before demand and supply balance, and that would represent about 1,610 individuals.

TABLE 3. POPULATION PERCENTAGES BY AGE GROUPS IN JACKSONVILLE
AND URBAN NORTH CAROLINA, 1950.

Age Group	Percentages		
	Jacksonville	Urban, N.C.	Entire State
Totals	100.0	100.0	100.0
Under 5	13.1	11.0	12.3
5 to 9	7.6	8.6	10.6
10 to 14	6.4	7.2	9.4
15 to 19	6.8	7.8	9.0
20 to 24	9.4	9.8	8.8
25 to 34	25.1	18.1	15.8
35 to 44	16.2	14.9	13.1
45 to 54	7.9	10.8	9.3
55 to 64	4.6	6.4	6.1
65 & over	2.9	5.4	5.6

Source: U. S. Bureau of the Census.

TABLE 4. AGE, COLOR, AND SEX OF THE POPULATION OF
JACKSONVILLE, N.C., 1950

Age Groups	Number of People						
	All Classes			White		Nonwhite	
	Total	Male	Female	Male	Female	Male	Female
Totals	3,960	1,966	1,994	1,594	1,616	372	378
Under 5	517	252	265	217	212	35	53
5 to 9	299	153	146	125	113	28	33
10 to 14	253	142	111	110	80	32	31
15 to 19	270	116	154	92	119	24	35
20 to 24	374	157	217	122	174	35	43
25 to 34	996	493	503	402	429	91	74
35 to 44	642	340	302	280	246	60	56
45 to 54	311	168	143	135	108	33	35
55 to 64	182	97	85	76	77	21	8
65 to 74	89	36	53	26	44	10	9
75 & over	27	12	15	9	14	3	1
21 & over	2,553	1,282	1,271	1,032	1,055	250	216

Source: U. S. Bureau of the Census.

TABLE 5. NUMBER AND PERCENT OF INDIVIDUALS AGE TWENTY-FIVE AND OVER ACCORDING TO NUMBER OF SCHOOL YEARS COMPLETED, JACKSONVILLE 1950

Years of School Completed	Jacksonville		Urban North Carolina
	Number	Percent	Percent
Total population age 25 years or over	2,225	100.0	100.0
No school yrs. completed	55	2.5	2.9
Elementary:			
1 to 4 years	150	6.8	12.9
5 or 6 years	165	7.4	13.1
7 years	130	5.8	10.0
8 years	190	8.5	8.8
High School:			
1 to 3 years	395	17.8	18.8
4 years	590	26.5	14.0
College:			
1 to 3 years	265	11.9	9.3
4 years or more	225	10.1	8.4
School yrs. unreported	60	2.7	1.8
Median school years completed	12.0	--	--

Source: U. S. Bureau of the Census.

TABLE 6 . OFFICER PERSONNEL, U. S. MARINE CORPS BASE,
CAMP LE JEUNE, N.C., 1960

TOTAL, Officer personnel	2,336
Single	797
Single, housed on Base	797
<u>Married</u>	1,539
Housed on Base	869
In Public Quarters (Paradise Point, Tarawa Terrace)	869
Housed in government-owned trailer spaces	50
Housed in civilian-owned rental housing	362
Housed elsewhere	258
Total housed off Base	670
<u>TOTAL, Married officer personnel plus dependents</u>	5,217
Average number dependents per married officer	2.39
<u>Married officer personnel plus dependents housed:</u>	
On the Base (estimated)	2,946
In government owned trailer spaces (estimated)	170
In civilian-owned rental housing (estimated)	1,227
Elsewhere (estimated)	875
Total housed off Base	2,271
Average income, head of family	\$ 4,045
Number of officers with automobiles	2,236
Total number of automobiles registered to officers	3,000

Source: U. S. Marine Corps Base, Le Jeune, N C.

TABLE 7 . ENLISTED PERSONNEL, U. S. MARINE CORPS BASE,
LE JEUNE, 1960

TOTAL, Enlisted personnel	36,460
Single	25,781
Married	10,679
With family in Le Jeune area	8,804
Average number of dependents per family	2.39
Estimated number of married enlisted personnel plus dependents	29,845
Married enlisted personnel housed on Base	4,951
Plus dependents housed on Base	16,784
IN: Government rental housing	3,946
Public quarters	7,404
Gov't owned trailers	4,590
Gov't controlled trailer spaces	<u>844</u>
Total	16,784
Married enlisted personnel housed off the Base	3,853
Plus dependents housed off base	13,061
Average income, head of family	\$2,024
Total number of enlisted men with automobiles	13,000

Source: U. S. Marine Corps Base, Le Jeune, N. C., and
N. C. Division of Community Planning.

TABLE 8 . CHARACTERISTICS OF CIVILIAN EMPLOYEES, U. S.
MARINE CORPS BASE, LE JEUNE, N. C., 1960

Total number of Civil Service employees	2,697
Number of married Civil Service employees	1,947
Percent of Civil Service employees married	72
Est. total number civilian employees plus dependents	6,620
Number of civilian government employees other than Civil Service	800
Total civilian employees at Marine Base	3,497

Total number of civilian families housed on Base	34
Payroll (average) 1955-1959 period, civilian	\$14,978,032
Average annual earning per civilian employee	4,283

Occupational analysis of civilians (Civil Service):

Professional	159
Semi-professional	115
Proprietors, managers, and officials	65
Clerical, sales, and kindred workers	310
Craftsmen, foremen, and supervisors	891
Operatives and kindred workers	488
Domestic service workers	3
Service workers except domestic	139
Laborers, except farm	<u>521</u>
Total	2,691

Total number of automobiles registered on the Base for civilian employees	2,687
(Above registration of civilian vehicles omits commercial carriers coming on base for delivery; total registered civilian vehicles are 2,987)	

Total number of Civil Service workers known to live in Jacksonville	490
Civil Service workers plus dependents estimated to be living in Jacksonville, at average of 3.4 persons per household X number of workers.	1,666

Source: U. S. Marine Corps Base, Le Jeune, N. C., and N. C. Division of Community Planning.

TABLE 9. HOUSING CHARACTERISTICS IN JACKSONVILLE, 1950

Subject	1950	
	Number	Percent
Total Dwelling Units	1,166	100.0
OCCUPANCY, TENURE AND RACE		
Occupied dwelling units	1,111	95.3
Owner occupied	535	45.9
Percent of all occupied	---	48.2
White	489	41.9
Negro	46	3.9
Other races	---	---
Renter occupied	576	49.4
White	426	36.5
Negro	150	12.9
Other races	---	---
Vacant dwelling units	54	4.6
DILAPIDATED		
Owner occupied	46	3.9
Renter occupied	158	13.6
Population per occupied unit	3.6	
WATER SUPPLY		
Hot and cold running water, inside	876	75.1
Cold running water, only, inside structure	141	12.1
Piped running water outside structure	62	5.3
No piped running water	82	7.0
TOILET FACILITIES		
Flush toilet, inside, exclusive use	877	75.2
Flush toilet, inside, shared	67	5.7
Other toilet facilities including privy	138	11.8
No toilet facilities	76	6.5
BATHING FACILITIES		
Installed tub or shower, exclusive use	819	70.2
Installed tub or shower, shared	91	7.8
No tub or shower facilities	245	21.0

Source: U. S. Bureau of the Census.

TABLE 10. RESIDENT BIRTHS AND DEATHS, ONSLOW COUNTY 1940-58

<u>Year</u>	<u>Births</u>	<u>Deaths</u>	<u>Excess of Births over Deaths</u>	
1940	489	189	300	
1941	548	234	314	
1942	671	188	483	
1943	834	208	626	
1944	670	170	500	
1945	631	153	478	
1946	766	191	575	
1947	823	183	640	
1948	752	214	538	Total - 5,040
1949	782	196	586	Avg. 1940-49: 504/yr.
1950	789	193	596	
1951	798	250	548	
1952	879	259	620	
1953	958	263	695	
1954	2,221	248	1,973	
1955	3,179	281	2,898	
1956	3,256	303	2,953	
1957	2,957	310	2,647	
1958	3,237	342	2,895	
Total				
1940-58	25,240	4,375		
Total				
1950-58	18,274	2,449		
1950-58,				
Avg. (1959)	2,030	272	1,758	
Totals				
1950-59	20,304	2,721	17,583	Avg. 1950-59: 1,758 /year

Source: Annual Report, Public Health Statistics Section,
North Carolina State Board of Health, 1940-1958.

T H E E C O N O M Y

In this presentation, when we use the term "economy" we are speaking of a stage in the city's development, as well as the economic system characteristic of that stage. This definition is most apt for Jacksonville, for the economy of the city is in a somewhat level stage following a remarkable phase of transition. We can't tell too much about the past economy in quantitative terms simply because the city was a town too small for the Bureau of the Census or other agencies to report data. As for the future, there are certain more or less constant factors that we can deal with, but there are also so very many factors that depend upon local decisions and action as well as upon national and international events.

This report describes and inventories as much of the economy of the city as available data allows. It serves the following purposes:

1. As a historical document to be kept up to date and referred to in future years. Every city and town in the United States should keep detailed records of as many economic facts as possible, for how else can its progress and status be determined? All business concerns, even athletic associations, keep statistical records in order that trends may be determined and other comparisons made; yet, very little is known about the economy of corporate communities simply because data for measurements have not been kept.
2. As a document for use in evaluating economic status and potential.
3. As a guide to be used by civic officials and others in planning for the future. In serving this purpose it also contains suggestions and starting points for community action, but it does not purport to be a plan of development. The latter should stem from appropriate organizations within the community.

A more complete report would be desirable in terms of statistical data, but it is necessary to take what is available from federal and state data-gathering agencies. Even if the large amounts of money, time, and personnel were available for original research and data-gathering in Jacksonville, such information would be of limited usefulness unless it could be compared with other cities and areas. It is this need for comparability of information that makes it necessary to rely upon standard data sources.

However, statistics do not tell the whole story. Doubtless there are many individuals in Jacksonville's business circles who know more about the present stage of development than can be outlined in a report such as this one, based as it is upon cold statistical data. This is particularly true with regard to the future,

for knowledge of who holds or controls the pursestrings is the key to a realistic appraisal of a community's potential economic development. Some of the most important elements in an economic appraisal are either very difficult or impossible to isolate. For example: How is the income distributed? Who owns the key plots of land? Who controls the capital? What are community attitudes and motivations like? What kind of civic leadership is available? These factors are important because the success or failure of attempts at development often hinge upon ability to deal with blockages that may crop up in those areas.

Certainly an economic inventory and appraisal of Jacksonville is not necessary to reveal the wellsprings of the city's economy. Everyone but the total stranger is aware that the neighboring marine base has transformed Jacksonville from a hamlet into a city in a period of only fifteen years. A federal payroll in excess of \$55,000,000 is the economic life-blood. Acquisition of such an economic base is one of the dreams of scores of communities throughout the nation.

The following pages outline past trends and the present status of retail and wholesale trade, selected services, manufacturing and other indicators. Data for Jacksonville proper are not available in some cases, but county trends usually serve to illustrate the points. Illustrative tables and charts are grouped together for easier reference, following the text. These graphic aids show better than words the transition that has taken place in Jacksonville's economy.

RETAIL SALES

The impact of the marine base upon retail sales in the Jacksonville area may be illustrated by two sets of data. First, the N. C. Department of Tax Research keeps records of gross retail sales by counties. These data are shown in Table 13 and Chart 2. Retail sales reported there are not comparable with those reported by the Bureau of the Census, for the latter uses a different system of classification. The sales record reported by the tax research indicates that between 1948-1949 and 1959-1960 gross sales in Onslow County increased steadily. In the eleven-year period the annual gross increased over \$42,000,000 or 351 percent. One can see from Chart 2 that the rate of increase was much greater than that for the state as a whole.

The Bureau of the Census began to report on Jacksonville in 1954. In Table 11 it may be noted that between 1954 and 1958 the number of retail establishments decreased by seven, but that probably represents smaller concerns that went out of business. Sales increased by \$6,411,000 or almost 27 percent. Also, the number of employees and payrolls increased. Some significance may be attached to the fact that sales in the entire county--as reported by the Census of Business, Bureau of the Census--increased 32.5 percent. Furthermore, the number of employees and payroll increased at a faster rate for the county as a whole than they did within Jacksonville. These figures point to expansion of retail merchandising outside of the city. The completion of the New River shopping center may reverse this trend by 1962, when the next Census of Business is taken. The growth of business outside of town is more striking when Jacksonville's sales are subtracted from the county sales and 1954 and 1958 sales outside of the city are compared:

1954 to 1958

Percent Change in Retail Activities

	<u>Establishments</u>	<u>Sales</u>	<u>Employees</u>	<u>Payroll</u>
In Jacksonville	- 3.4	26.7	28.0	39.1
Onslow County exclusive of Jacksonville	18.0	46.0	48.0	56.0

The county sales figures, incidentally, do not include Post Exchange sales on the Marine base.

A much closer look at retail sales in Onslow County is provided by the N. C. Department of Tax Research with figures on the various kinds of retail establishments. Actual sales volume cannot be disclosed for sub-groups because of the confidential nature of the data; however, the percent change in sales volume for major groupings can be shown. These are presented in Table 12. There it is readily apparent that the apparel and furniture groups had the highest per

cent gains from 1954 to 1958, although the automotive group had the highest absolute increase. More money is spent for automotive merchandise and food items than for any other group of commodities in Onslow County.

Jacksonville's rank among North Carolina cities in retail sales was determined from 1958 Census of Business data. It ranked 20th from the top among 88 urban places in per capita retail sales. Other rankings are shown below.

Sales per retail establishment	\$155,066	Rank: 7
Population per establishment		68 Rank: 35
Population	13,441	Rank: 28
Total Sales, 1958	\$30,393,000	Rank: 19

The high rank in sales per establishment amply demonstrates the vigorous retail trade in Jacksonville. The fact that the city ranks 28th among the 88 urban places in population and 35th in population per establishment suggests that the number of establishments are nearly proportionate for a city of that size. This coupled with the high rank in sales per establishment simply documents the fact that a lot of money is available for retail spending in Jacksonville. This is backed up by the higher rank in total sales than in population. As of 1960 Jacksonville has 16 percent of the population of Onslow County; in 1958 Jacksonville got 63 percent of the retail trade in the county; in 1954 Jacksonville's share of the county trade was 69 percent. This is not an alarming drop by any means, but it may be a warning sign when viewed in the light of the percent increase in business outside of Jacksonville, shown above. If the increase in trade in the county is occurring among establishments immediately surrounding Jacksonville, then for all practical purposes it represents a part of the city's economy, but we may assume that Jacksonville merchants want to entice shoppers into their stores and thereby enjoy the maximum volume of trade.

WHOLESALE TRADE

Data pertaining to wholesale trade trends in Jacksonville have never been reported by the Census of Business, but records for the county are available. (See Table 14) The number of wholesale establishments in Onslow County increased from six to twenty-nine between 1939 and 1958. Sales went up over eight million dollars. The number of employees and payroll increased accordingly. During the last four years--1954 to 1958--sales dropped off slightly from \$9,162,000 in 1954 to \$9,004,000 in 1958. During those same four years the number of employees dropped 37 percent and payroll came down 35 percent (total payroll). Either the mild economic recession of 1958 pulled wholesale trade down somewhat, or the county has hit a plateau and is now feeling the effects of a statewide movement of wholesaling activities to the larger metropolitan areas. In this county we may expect to see losses in "merchant wholesaling," that is, sales to retailers or other wholesalers, and probably some additional decreases in volume among "assemblers of farm products"

wholesalers. Bulk petroleum products dealers and merchandise agents and brokers may well show gains as the county becomes more and more urban in character.

SELECTED SERVICES

This category of the Census of Business includes those establishments that are primarily engaged in rendering a service rather than in selling merchandise. It included auto, TV and radio services, business machine services, barber shops, and many other kinds of personal and business services. During the past fifteen years or so the entire state has experienced a boom in the service trades. People seem to have more money to spend for having-it-done than for do-it-yourself. Of course the motel business, television, and automotive services are responsible for most of the gains. The Bureau of the Census did not begin to tabulate this information until 1939, and data for Jacksonville was not reported until 1954, as shown in Table 11. The decrease in the number of service establishments between 1954 and 1958 in Jacksonville may puzzle the reader at first; however, this loss of eight establishments probably represents a little "over run" in the smaller, speculative type of service establishment. Riding the crest of the post-war boom, perhaps a few too many people went into business. The decrease in number of establishments is offset by a 21.3 percent increase in receipts for services between 1954 and 1958, a 4.8 percent increase in the number of employees, and a 25.2 percent increase in total payroll. Jacksonville certainly is ideally situated for a healthy service trade.

Taking a look at service trade growth throughout Onslow County outside of Jacksonville we find a great expansion:

Service Trade Growth in Onslow County Exclusive of Jacksonville 1954-1958

	<u>Amount of Increase</u>	<u>Percent Increase</u>
Establishments	48	100
Receipts for services	\$ 996,000	130
Employees	140	179
Payroll, total	\$ 277,000	148

Although some growth in service trades have taken place in the villages of Onslow County, there is little doubt but what the majority of the gains shown above took place along the highway "strip" developments where automotive services, motels, amusement places, and various appliance services have sprung up. In just four years the number of service establishments outside of Jacksonville doubled. Comparable changes in the county as a whole are shown on the following page.

As in other aspects of the business activities, this buildup in service trade along the highways is indirectly a part of the economy of the city, for dollars come into the city in the form of wages and expenditures for supplies, etc., that are sold in town.

All of Onslow County, 1954-1958

	<u>Amount of Change</u>	<u>Percent Change</u>
Establishments	40	30
Receipts for Services	\$1,516,000	47
Employees	164	33
Payroll, total	\$477,000	49

MANUFACTURING

The latest Bureau of the Census data on manufacturing in Onslow County was reported for 1954 (See Table 14). Needless to say, there has been very little manufacturing activity in this county. In 1954 there were only 13 manufacturing establishments. Notice, also, in the table that between 1948 and 1954 the value added by manufactures as well as the number of establishments, employees, and payroll decreased. In 1954 the total number of manufacturing employees was only 345. The 1960 North Carolina Directory of Manufacturing Firms (N.C. Department of Labor) listed 14 firms in Onslow County. Ten of these were in Jacksonville or immediately nearby. None of them are what are commonly thought of as factory-type industries.

The reader is referred to Tables 15 and 16 where the industrial classifications are listed. Most of the manufacturing in the area supplies local needs--bottled drinks, bakery goods, ready-mixed concrete, feeds, etc. None of the establishments employ more than 50 people.

Jacksonville, like most other communities, has advantages and disadvantages as far as attraction of industry is concerned. It is commonly known that industries are decentralizing in the United States, and the expression "industry is moving South" has come to be a sort of regional pat on the back. Industry is moving South, but what is not so generally known is that it is moving in many other directions as well. The South has not acquired the lion's share, but for the first time in the history of the nation it is getting its proportionate share and it is participating in what might be called the second industrial revolution. What does this mean to Jacksonville? Simply that the city is facing some fierce competition. Very few towns are in a position to sit back and wait to be chosen. Industrial concerns are not desperate for new sites. We are certainly not implying that Jacksonville has not made an effort, but there are approximately 14,000 local and regional economic development agencies in the United States today, and most of them are--rightly or wrongly--wooing factories. A serious and detailed study of the community, its resources, and motivations is called for, and it may well be that manufacturing expansion is not feasible or desirable for Jacksonville. Among the first considerations to be made is that of available labor.

ESTIMATES OF AVAILABLE LABOR

The North Carolina Employment Security Commission, Bureau of Research and Statistics, has prepared an estimate of the available labor in the Jacksonville area (shown in map insert on the following page). It is estimated that within a 30 mile radius about 4,015 employees could be recruited for industry. Each year approximately 410 high school graduates enter the labor market within the defined area. A plant with an initial staffing requirement of 400 white workers, for example, would be able to interview about six workers for each one hired. This is a fairly good ratio, but it should also be remembered that procuring the necessary workers is not a difficult problem; they will come from the western part of the state or elsewhere if the job opportunity is good enough. Some of the workers figured in the estimate are wives of military and civilian personnel employed at Le Jeune, among whom a high rate of employment turnover would be expected.

INCOME

Onslow County and of course Jacksonville have had one of the greatest income gains within the past ten years of any area in the state. According to a special study conducted recently by the N.C. Department of Tax Research, Onslow County ranked seventh in the state in terms of total personal income: \$125,637,000, in 1958. Per capita personal income was estimated at \$1,671.00.

Actually, personal income is one of the most difficult of all statistical data to gather. Even the Bureau of the Census in compiling the decennial census has found significant errors, especially among the upper income groups. People guard their income jealously, as a rule. However, the School of Business Administration at the University of North Carolina published estimates for North Carolina's counties in 1957, giving changes between 1939 and 1954 in current and constant dollars (the latter are "deflated" dollars which indicate real buying power more accurately). /1

In 1939 Onslow County's per capita personal income was estimated to have been only \$180.00; in 1954 it was \$1,993.00. This tremendous rise in per capita annual income pulled the county's rank up from 80th place to 2nd. The figure for the state as a whole was \$1,037.00 in 1954. If the average family size in the county in 1954 was 3.5 persons, then the average personal income per family was in the neighborhood of \$6,976--more than the national average.

1/ Jones, Barclay Gibbs, Personal Income Estimates for North Carolina Counties, The School of Business Administration, University of North Carolina, Chapel Hill, 1957.

It must be remembered, however, that per capita income is an average, and it can be very high as the result of relatively few incomes in the upper brackets. It should not suggest that every family in Onslow County enjoyed an annual income of over \$6,000. Distribution of income is much more meaningful. When the 1960 census data are released, we shall have a better idea of how many individuals and families there are within each income group. The bulk of the population will most likely be in the lower middle income group, for although military personnel have a steady income and several fringe benefits, it could not be called high income.

Table 17 shows total constant dollar personal income among the counties that make up state economic area number 8. Notice the 1,755.4 percent increase in Onslow County.

Further growth in total income and per capita income in Jacksonville will occur if continuing efforts are made to increase its attractiveness as a shopping center; if more people in the surrounding area move into the city; and if industry is established that sells goods or services to outside areas, thus bringing money into the community. Attractiveness and orderly growth of the city are vitally important in that those factors encourage investment in the city rather than speculative ventures which often do not have the long-run welfare of the community in mind.

CONCLUSION

Recognition of the fact that Jacksonville is primarily dependent upon one source of income has caused many citizens to think in terms of a need for other sources of income. Many people have spoken of the need to develop what might be called an "economic life-raft" to support the community in case the military base sinks. Let us examine that possibility.

Jacksonville is what it is today because of the Marine base. Federal payrolls have brought about the remarkable growth of the residential and business areas. Without further military growth, business in Jacksonville will build up until it is no longer attractive for new enterprises. In other words, until the business saturation point is reached. A major portion of the city's economy is and will be dependent upon activities at Le Jeune. There is nothing the city can do to completely insure itself against a major reduction in force at the base or closing of the base. No matter how well reinforced the town may be with industry or other sources of income, if the bottom drops out of the military payroll it will leave a huge vacancy. As many as 4,000 dwelling units could be emptied and practically all business establishments would feel a big decrease in their volume of business.

Now, suppose an attempt were to be made to match the military economic base with industry, educational institutions, or other forms of supplementary income. Using the state-wide average of retail sales per capita, for example, the city would require an additional nonmilitary-connected population of around 18,000 in order to match the present volume of retail sales. Since much of Jacksonville's retail trade comes from outside of the city limits, this does not mean that the city itself would have to increase its population by 18,000, but it does imply that many additional people would have to trade in Jacksonville, assuming they do all of their trading there. Because it is unlikely that they would spend all of their retail dollars in one place, in reality a much larger population would be needed. Such a population increase would inevitably cause growth of about all of the economic and social activities in Jacksonville. This would not, of course, fill the gap that would be left in the event the Marine Corps deactivated their base, but it would leave a stronger residue of people to support redevelopment.

It would seem that attempts to match the military economic sources in a relatively short time would compound the boom problems. Probably a more moderate build up would be wiser, for it would allow the city the time needed to keep up with growth and expansion. In the final analysis there is no guarantee that new industry would be any more permanent or stable than the Marine base. The city would do well to also devise a "crash program" which could be immediately swung into effect in the event of a major cutback in military forces. If the worst happens and Jacksonville finds itself with hundreds of

empty residences and stores, the problem could be turned into an opportunity, for some industry or other activity could conceivably be looking for just such a situation.

There is little reason to be pessimistic about Jacksonville's economy, however. The Marine base is a permanent installation. It operates at maximum efficiency when it has its full complement of men. It will probably always be active. The dependable nature of the base, nevertheless, does not mean that Jacksonville should rest upon that laurel alone. A well planned, orderly, and efficient growth of nonmilitary-connected enterprises is to be commended.

What with three business districts in Jacksonville and long commercial strip developments along the main highways, the trade establishments are probably numerous enough and large enough to absorb the trade from a considerable population increase before additional competition would be attracted. The growth at first would probably be the addition of new kinds of commercial activity rather than addition of more of the same kind of establishments that are there now. Therefore, probably considerable industrial development can take place without creating more boom troubles. Obviously, future development should be aimed at activities that are not dependent upon the military base, and, in Jacksonville, this leaves educational institutions and manufacturing industry as the best bets.

Actually, Jacksonville suffers some disadvantages in attracting industry, for many industrial firms are wary of "military towns". Why? Some military towns have a poor reputation and sometimes executives, supervisory personnel, and skilled workers are reluctant to move into one. Also, the military bases usually employ a force of civilian workers at relatively good wages, which compete with industrial wages. Further, many military areas have been known as high-rent communities, where tenants are "gouged" in terms of rents, and prices for property as well as for consumer goods. This is not to imply that such is the case in Jacksonville, but generally speaking, industry locators look upon military boom towns with a somewhat jaundiced eye. Nor is this to say that Jacksonville cannot overcome this handicap. Present emphasis upon planning and development is a good start in the right direction.

Also, it is well to keep in mind that successful attraction of just any industry is not the answer to the question of creating a better balance in the economy between military income and nonmilitary sources of income. Several factors should be carefully weighed in consideration of new industry:

1. It should not place additional strain upon expenditures for municipal facilities and services unless the new revenue brought about by the industry can justify such expenditures; beware of the white elephant. Additional people call for additional expenditures for schools, recreation facilities, streets, water, sewerage, police and fire protection, etc.

It is currently estimated that for each newcomer a community must somehow raise \$100 for hospital facilities alone, for example.

2. The size and location of new industry can overtax streets and highways that are already congested.
3. There is a possibility of labor-management disputes or antagonisms that can develop among the military personnel, the native population, and the newcomers.
4. Wages should be high enough to prevent an increase in sub-standard housing. Special attention should be given to the possible development of rural slums that can grow when low-wage workers seek out living space around the periphery of a city. A home that may be a man's castle today may be an expensive-to-move eyesore in future years when the growth of the city bumps into it. Such sub-standard housing also breeds sub-standard, small commercial establishments that frequently mushroom in the form of strip developments along streets and roads. Who has not seen the piles of old tires, greasy buildings, acres of empty cans, junked automobiles, and abandoned frame buildings typical of this type of development? Low-wage industry has a detrimental effect upon the general character of the community, in short. And, often low-wage workers are citizens who are not particularly interested in community affairs, either as the result of low educational attainment, loss of pride, or concentration upon the difficult task of survival.
5. Some manufacturing may produce stream or air pollution that require costly disposal facilities.
6. Industries can make mistakes, too. Errors in judgement or calculation can put relatively inexperienced or new industries on sites where they cannot make a profit, forcing a shutdown. Loss of industry is sometimes more harmful in terms of community disillusionment or discouragement than in terms of financial loss.
7. Concentration upon one kind of industry brings the risk of local economic depression if it fails. Diversification is the desirable alternative.
8. High-wage industries may upset the local applecart either by drawing employees from established concerns or by forcing the latter into paying higher wages. Something less than wholehearted cooperation may be the reaction of established firms.

However, it is a hard fact that a city must "either fish or cut bait." To talk of community development is one thing; to be willing to make the adjustments that accompany over-all

improvement is another. Acquisition of a high-wage industry in a town may cause some shifting in employment patterns and adjustments in distribution of income, but the end result is a general upgrading of the community. Those who can better themselves will do so, and when they do so they leave vacancies for others to move into who better themselves in the process, and so on. National economic survival depends upon the ability of Americans to consume, to purchase, to invest, and to save. This is equally true in a small area. The real key to the economic prosperity of a community is the purchasing power of all the people, not just a segment. Also, cultural and social prosperity is intimately bound up with the economic factor. In the final analysis few things attract money more so than does a town with high social and cultural quality.

Summarizing, if Jacksonville's people are going to continue to search for industry in order to diversify the economy of the city, it may be well to repeat for emphasis what is probably already known: Great care should be exercised in the process. There is no reason for the city to grasp at straws, for after all, the marine base is about as secure and stable as would be any new activity. The present economy is reasonably prosperous. It is suggested that the industrial goals be set high. Instead of a sewing plant employing 50 women at minimum wages, why not go after manufacturing that will pay high wages and that will add to the inventory and variety of skilled workers? Of course, this does not mean that light-fabrication industries would not serve a valuable purpose in supplementing family wages by employment of female workers. We simply mean that, if possible, the backbone of the manufacturing activity should not be of the kind that would fold up if wives of marines and civil service personnel pulled out.

What else can the city do? We suggest that great emphasis be put upon planning, beautification, and all of those things that go to make up "the good life". If Jacksonville is thought of as a pretty town rather than as a jumble of boom-type growth, it will be much more likely to attract retired military personnel, lucrative manufacturing activities, and permanent commercial establishments.

The city has a good economic base; in fact, it has an excellent base. It has what many smaller cities have been and are looking for. If the corporate municipality is getting a proper share of income, it should be able eventually to provide a living environment second to none. Let us not forget, "What is the object of a strong economy?" The answer is that the economy is not the ultimate goal, rather, it is the means to a goal, and that goal is a high standard of living with all of the social and cultural assets that go with it. A strong economy means investment protected by a strong environment.

TABLE 11. COMPARATIVE COMMERCIAL DATA FOR JACKSONVILLE,
1954 AND 1958

Note: All dollar volumes are shown in thousands.

	1954	1958	Actual Change	Percent Change
<u>Retail Trade</u>				
No. of Establishments	203	196	-7	- 3.4
Sales, dollar volume	\$23,982	30,393	6,411	26.7
No. of Employees	1,149	1,471	322	28.0
Payroll, entire year	\$2,584	3,595	1,011	39.1
<u>Service Trades</u>				
No. of Establishments	83	75	-8	-9.6
Receipts for services	\$2,437	2,957	520	21.3
No. of Employees	413	437	20	4.8
Payroll, entire year	\$794	994	200	25.2

Note: Data on wholesale trade and manufacturing are not available.

Source: U. S. Bureau of the Census, Censuses of Business and Manufacturers.

TABLE 12. PERCENT CHANGE IN SALES AMONG RETAIL TRADE GROUPS
IN ONSLOW COUNTY, 1954-1958

Retail Trade Classification (SIC)	Sales 1954	Sales 1958	1954-58 Percent Change
General Merchandise Group	\$6,849	7,969	16.3
Lumber and Building Material	950	1,576	65.9
Unclassified Group (Miscellaneous)/1	2,875	3,505	21.9
Apparel Group	1,031	1,789	73.5
Automotive Group	10,123	15,507	53.2
Food Group	10,083	13,745	36.3
Furniture Group	2,639	4,590	73.9

1/ Barber shops, bookstores, florist, office supplies, cigar stores, etc.

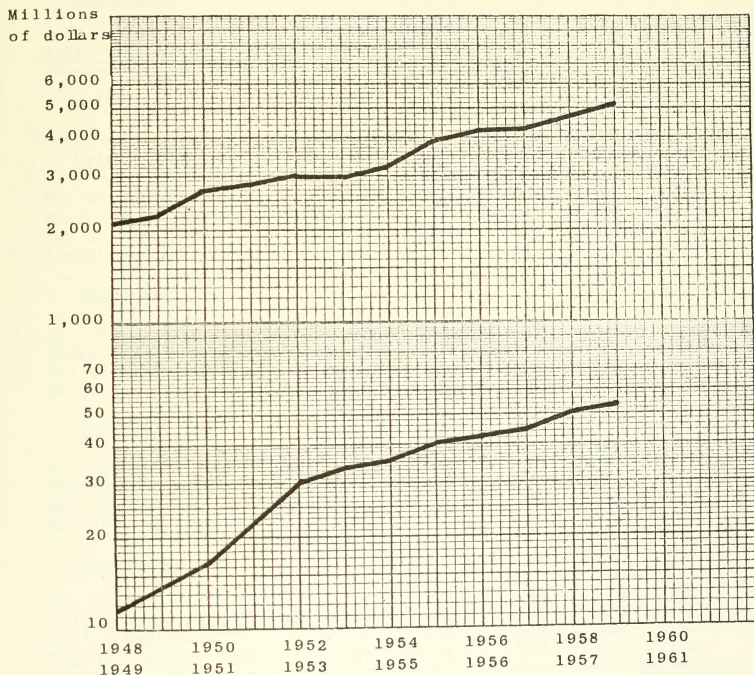
Source: N. C. Department of Tax Research, Raleigh, 1960.

**TABLE 13. GROSS RETAIL SALES IN ONSLOW COUNTY AND NORTH CAROLINA,
1948-1960**

Year	Onslow County		North Carolina	
	Sales Volume	Percent Change	Sales Volume	Percent Change
1948-1949	\$11,985,876	---	\$2,137,223,018	---
1949-1950	14,125,861	17.85	2,268,713,439	6.15
1950-1951	16,737,124	18.49	2,723,414,049	20.04
1951-1952	22,076,945	31.90	2,848,355,055	4.59
1952-1953	30,048,795	36.11	3,060,631,732	7.45
1953-1954	34,139,635	13.61	3,072,845,703	0.40
1954-1955	36,027,169	5.53	3,253,065,191	5.86
1955-1956	40,820,200	13.30	3,919,352,744	20.48
1956-1957	42,262,866	5.46	4,225,332,097	7.81
1957-1958	45,544,460	7.76	4,346,020,794	2.86
1958-1959	50,959,123	11.89	4,797,220,468	10.38
1959-1960	54,059,403	6.08	5,177,415,502	7.93

Source: N. C. Department of Revenue, Sales and Use Tax Division.

CHART E. GROSS RETAIL SALES IN ONSLOW COUNTY AND NORTH CAROLINA, 1948-1960



Source: N. C. Department of Tax Research.

(Logarithmic vertical scale shows proportion change regardless of amounts involved. The steeper the slope, the faster the rate of change.)

TABLE 14. RETAIL, WHOLESALE, SERVICE, AND MANUFACTURING TRENDS
IN ONSLOW COUNTY 1929-58

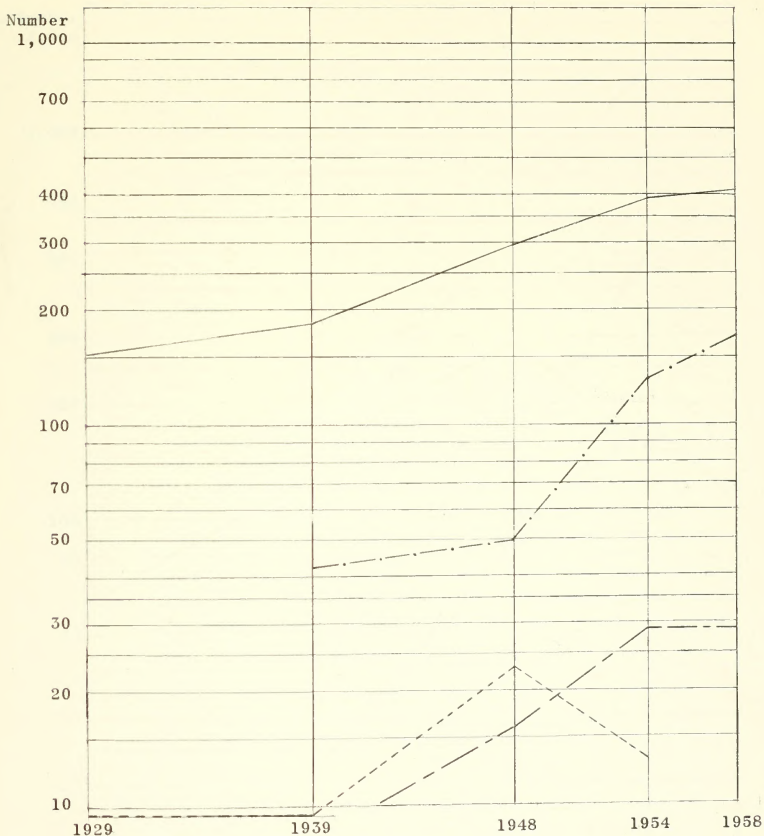
Note: All dollar volumes are shown in thousands.

Activity	1929	1939	1948	1954	1958
<u>Retail Trade</u>					
No. of Establishments	153	180	294	386	412
Sales, dollar volume	\$1,815	1,518	11,320	34,798	46,131
No. of Employees	60	130	606	1,530	2,036
Payroll, entire year	64	66	947	3,382	4,840
<u>Wholesale Trade</u>					
No. of Establishments	3	6	16	29	29
Sales, dollar volume	\$158	599	2,620	9,162	9,004
No. of Employees	9	22	87	179	112
Payroll, entire year	14	16	192	590	383
<u>Service Trades</u>					
No. of Establishments	---	43	50	131	171
Receipts from service		\$ 91	625	3,201	4,717
No. of Employees		43	154	491	655
Payroll, entire year		\$ 19	225	981	1,458
<u>Manufactures</u>					
No. of Establishments	9	9	23	13	---
Dollar value added by mfg.	\$152	153	669	550	---
No. of Employees	90	148	282	150	---
Payroll, entire year	\$ 67	84	395	345	---

Source: U. S. Bureau of the Census, Censuses of Business and Manufactures.

CHART 3 . NUMBER OF RETAIL, WHOLESALE, MANUFACTURING, AND
SELECTED SERVICES ESTABLISHMENTS IN ONSLOW COUNTY, 1929-58

Explanation: ---- Manufacturing; — — — Wholesale;
—— Retail; — · — Selected Services.



Source: U. S. Censuses of Business and Manufactures.

CHART 4. NUMBER OF EMPLOYEES IN RETAIL, WHOLESALE, SELECTED SERVICE, AND MANUFACTURING ESTABLISHMENTS IN ONSLOW COUNTY
1929-1958

Explanation: ---- Manufacturing; — — — Wholesale;
———— Retail; — • — • — Selected Services.

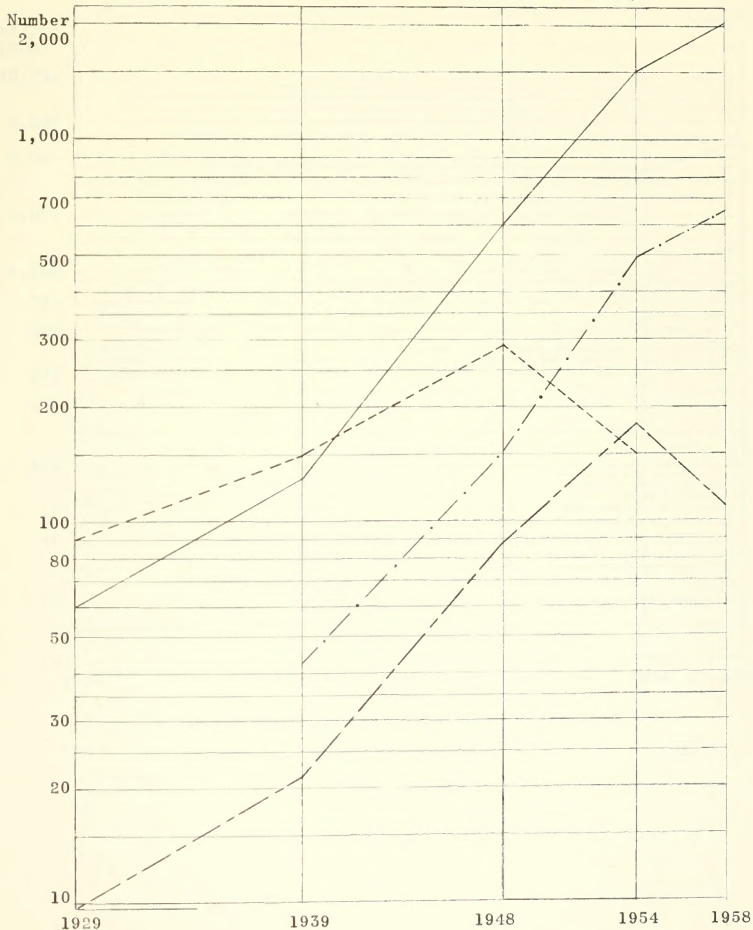
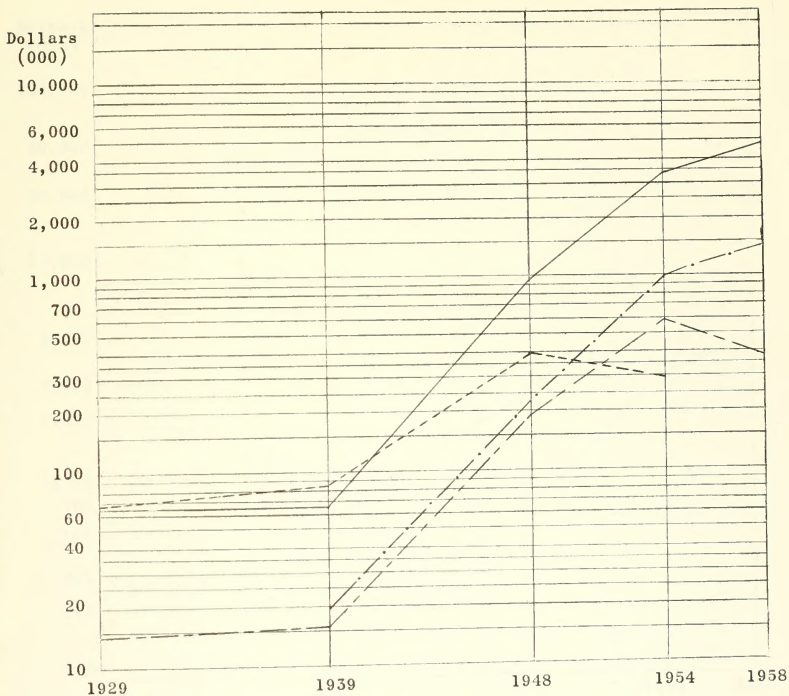


CHART 5. RETAIL, WHOLESALE, SERVICE, AND MANUFACTURING
ESTABLISHMENT PAYROLLS IN ONSLOW COUNTY, 1929 AND 1958

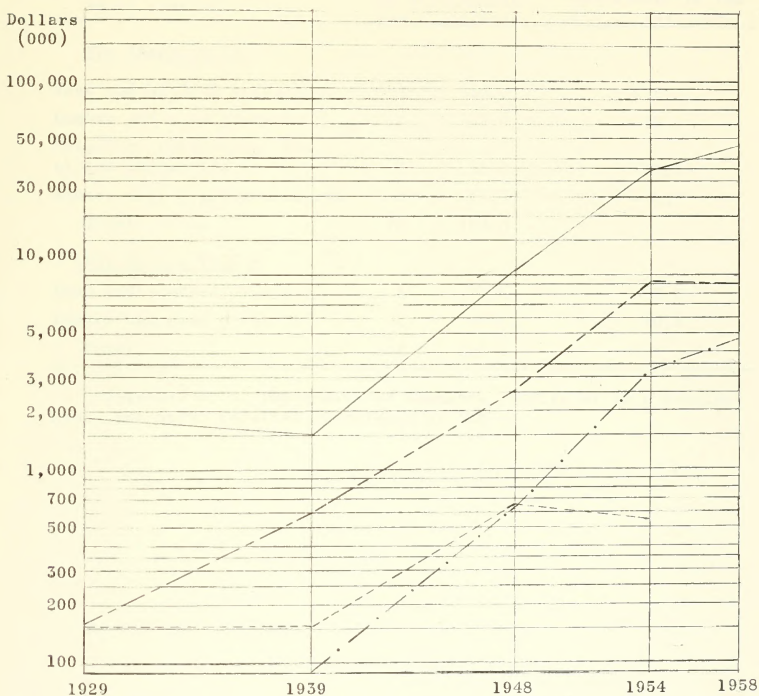
Explanation: ----- Manufacturing; ——— Wholesale;
———— Retail; — · — · — Selected Service.



Source: U. S. Censuses of Business and Manufactures.

CHART 6 . VALUE ADDED BY MANUFACTURES, RECEIPTS FROM SERVICES, RETAIL AND WHOLESALE SALES IN ONSLOW COUNTY, 1929-58

Explanation: ---- Manufactures; — — — Wholesale;
—— Retail; — • — Selected Services.



Source: U. S. Census of Business and Manufactures.

TABLE 15. NUMBER OF MANUFACTURING ESTABLISHMENTS IN JACKSONVILLE AND ONSLOW COUNTY, 1960, AND PERCENT CHANGE IN EMPLOYMENT IN THE UNITED STATES, 1947-1954, BY MAJOR INDUSTRY GROUPS

Major Industry Group	Number of Establishments		Percent change in employment in the U.S., 1947-1954
	Number	Percent	
<u>For Jacksonville</u>			
Food and kindred products	4	40.0	+ 2.2
Lumber and wood products	2	20.0	-10.4
Printing, publishing, and allied industries	2	20.0	+12.5
Stone, clay & glass products	2	20.0	+ 6.7
Total	10	100.0	
<u>For Onslow County</u>			
Food and kindred products	3	75.0	+ 2.2
Lumber and wood products	1	25.0	-10.4
Total	4	100.0	

Source: U. S. Department of Commerce, Office of Area Development, and North Carolina Department of Labor.

TABLE 16 NUMBER OF EMPLOYEES IN MANUFACTURING ESTABLISHMENTS IN
ONSLow COUNTY AND JACKSONVILLE, BY MAJOR INDUSTRY GROUPS, 1960

Note: Data showing the exact number of employees in each establishment are not available.

Major Industry Group	Number of Establishments in each category				
	Employees				
	0- 50	51- 100	101- 250	251- 500	501- 1000
<u>For Jacksonville</u>					
Food and kindred products	4	0	0	0	0
Lumber and wood products	2	0	0	0	0
Printing, publishing and allied industries	2	0	0	0	0
Stone, clay, and glass products	2	0	0	0	0
Total	10	0	0	0	0
<u>For Onslow County</u>					
Food and kindred products	3	0	0	0	0
Lumber and wood products	1	0	0	0	0
Total	4	0	0	0	0

Source: N. C. Department of Labor, N. C. Directory of
Manufacturing Firms.

TABLE 17 TOTAL CONSTANT DOLLAR PERSONAL INCOME, NORTH CAROLINA
AND COUNTIES IN ECONOMIC AREA NUMBER 11, 1939-1958

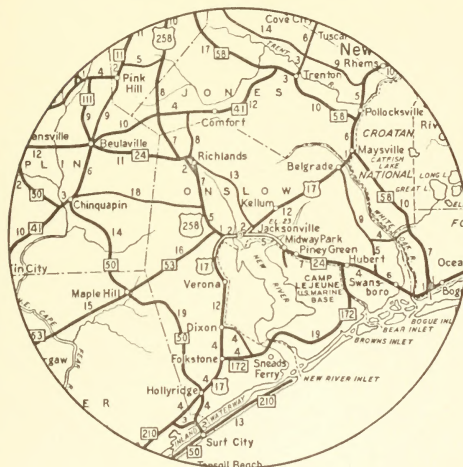
Explanation: Constant dollars are used to reduce the effects of inflation upon trends. Constant dollars are current dollar income divided by the Consumer Price Index (1947-1949=100.0) of the U. S. Department of Labor, Bureau of Labor Statistics. This measure provides a closer approach to real buying power.

Area	TOTAL CONSTANT DOLLAR PERSONAL INCOME (Dollars in thousands)					% Incr.
	1939	1947	1950	1954	1958	
N. Carolina	1,870,370	3,530,890	4,001,946	4,380,226	5,098,785	172.6
<u>Counties</u>						
Bladen	9,140	18,713	18,476	17,828	21,317	132.1
Brunswick	4,392	7,976	9,415	8,622	11,409	159.8
Carteret	7,613	11,108	18,473	18,559	23,772	212.3
Columbus	16,483	33,730	34,790	39,416	47,470	188.0
Craven	13,231	54,454	50,287	58,935	65,693	396.5
Duplin	14,061	29,846	28,101	29,198	35,680	153.8
Jones	3,863	7,240	6,314	7,645	8,114	110.0
New Hanover	36,189	68,375	70,099	88,028	106,369	193.9
Onslow	5,483	31,027	49,746	89,857	101,730	1755.4
Pamlico	2,677	3,832	6,288	5,093	5,717	113.6
Pender	4,301	7,901	10,079	9,611	11,255	161.7

Source: Data from 1939 through 1954: Barclay G. Jones, Personal Income Estimates for North Carolina Counties, School of Business Administration, University of North Carolina, Chapel Hill, 1957; 1958 data taken from a special study by N. C. Department of Tax Research in 1960.

ESTIMATE OF AVAILABLE LABOR, MAY, 1960, JACKSONVILLE

DEFINITION OF AVAILABLE WORKER. Those persons who are referable to and suitable for a production type job in a new or expanding industry which affords wages and working conditions equal to or slightly better than the present industrial pattern of the area. Recruitment would be from such groups as: (1) the unemployed and underemployed; (2) housewives available, if suitable job opportunities existed; (3) workers now commuting to employment at a distant point who prefer local employment; (4) youths expected to join the labor force; and (5) other lesser segments of the labor force.



Recruiting Area 30 Mile
Radius (Road Miles)*

ESTIMATE OF AVAILABLE
Workers in Defined Area
4,015

TOTAL POPULATION
Of Defined Area 117,100
(Preliminary - 1960 Census)

*(Map covers 30 air miles-
encircled part approxi-
mates recruiting area)

DISTRIBUTION OF AVAILABLE WORKERS BY CHARACTERISTICS

CHARACTERISTICS	Total	White		Other	
		M	F	M	F
Total (1, 2, and 3 added)	4,015	1,335	1,290	785	605
1. Skilled	240	120	65	30	25
2. Semiskilled	545	190	240	85	30
3. Trainable for production jobs demanding skill development	3,230	1,025	985	670	550

EXPERIENCED WORKERS - BY INDUSTRY	SKILLED	SEMISKILLED
Textile	110	95
Apparel	50	270
Ship Building	30	85
Lumber and Wood	5	35

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